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1. (currently amended) A method for allowing access to at least one Web site using an interactive television, comprising the acts of:

establishing an access restriction table, the access restriction table including plural virtual channels, each virtual channel correlating to at least one Web site address;

making the access restriction table accessible to the television; and

selectively enabling a consumer to access a Web site address using the interactive television by selecting a virtual channel; and

setting a restriction flag on at least one entry in the table, the flag indicating whether content associated with the entry can be displayed.

2. (currently amended) A method for correlating Web pages to virtual channels for display thereof on a television, comprising:

generating a table correlating plural Web addresses with respective virtual channel numbers;

receiving a user selection of a virtual channel number; and

accessing the table to selectively retrieve the address associated with the virtual channel number, such that content associated with the address can be displayed on the television, wherein at least one virtual channel number is a telephone number.

3. (canceled).

4. (original) The method of Claim 2, wherein the table is stored at the television.

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5. (original) The method of Claim 2, wherein the table is stored remote from the television and streamed thereto.

6. (original) The method of Claim 2, further comprising setting a restriction flag on each entry in the table, the flag indicating whether content associated with the address of a selected virtual channel can be displayed.

7. (currently amended) An interactive television system, comprising:

at least one server having Internet addresses stored therein, each address being associated with a respective virtual channel number; and

at least one interactive television, the interactive television system server including a table for selectively allowing access to at least one Web site using the interactive television by selecting a virtual channel number, the interactive television comprising:

means for recording an accessing of a Web site to render at least one access record containing billing information.

8. (canceled).

9. (original) The system of Claim 7, further comprising:
logic means for storing access records in a memory.

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10. (original) The system of Claim 7, further comprising:
logic means for retrieving access records from the memory; and
logic means for determining whether an access record contains billable content.

11. (original) The system of Claim 10, further comprising:
logic means for determining whether the access record contains content for private viewing or public viewing.

12. (currently amended) A method for ~~correlating plural Web site addresses to plural~~ billing
for access to virtual channels, comprising the acts of:

providing at least one correlation table stored in an interactive television, the
correlation table correlating at least one virtual channel with a respective content source;

for at least one virtual channel, generating an access record containing billable content when
a user selects the at least one virtual channel from the correlation table;

if the content source associated with the at least one virtual channel is a private source
viewable only by authorized consumers, using the access record to bill an entity associated with the
content source; and

if the content source associated with the at least one virtual channel is a publicly accessible
source, using the access record to bill the user.

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13. (currently amended) The method of Claim 12, wherein each at least one virtual channel correlates to one and only one Web site address.

14. (currently amended) The method of Claim 12, wherein at least one virtual channel number is established by a consumer.

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